

PRINTING for PENNIES



by

Gestetner

"PRINTING FOR PENNIES"

THE

Gestetner

WAY

IT TOOK THE INVENTORS OF THE STENCIL PROCESS
TO PRODUCE THIS MASTERPIECE OF DUPLICATOR ENGINEERING

Those who've watched A Gestetner duplicator in operation have expressed open amazement that stencil duplicating has so radically changed from the old conventional method.

Gone are the old ink-filled hollow drums, the cans of liquid inks...the brushes...the pads...and all the similar appendages that spell drip, leak, dirtiness and mess.

Instead...silent, smooth cylinders revolve, processing printer's style paste ink through a silk screen, producing a new kind of duplicating...the closest approximation to printing ever thought possible with the simple stencil process.

The observer is reminded of the modern printing press by the manner in which actual ink rollers revolve and oscillate to yield just the right amount and the right consistency of ink...to suit the individual job.

The entire operation is finger-tip controlled and automatic to the point of shutting itself off when the desired amount of reproductions are rendered. The designers had an objective in the machines' method of operation. It was to be operated by an office girl, who had no technical skill or training...and who would not have time to don a smock for the operation. The success of that objective is at once obvious when a turn of the switch starts the Gestetner producing instantly usable copies with no pre-clean-up stages.

This portfolio of specimens - all produced on the Gestetner Stencil Duplicator represents just a small segment of the uses to which users all over the United States are putting their Gestetners.

The inventors of the duplicating process are particularly proud to present this offering to the American business world.....evidence that the skill which produced the original machine is capable of producing the best machine.



MODEL
366

GESTETNER

STENCIL DUPLICATING WITH THE PRINTED LOOK

Gestetner

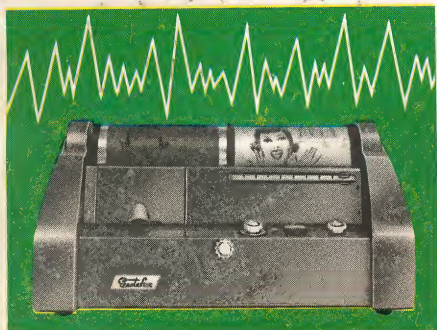
THE WORLD'S FIRST AND LARGEST MANUFACTURER OF STENCIL DUPLICATORS

A STENCILING METHOD TO MEET THE NEEDS OF ANY JOB

There is great versatility in the methods or techniques by which a stencil can be operated for the Gestetner. Although highly technical devices for producing a stencil have been devised, simple, hand inscribing and typing techniques can still be effectively employed in producing a fine stencil. With a

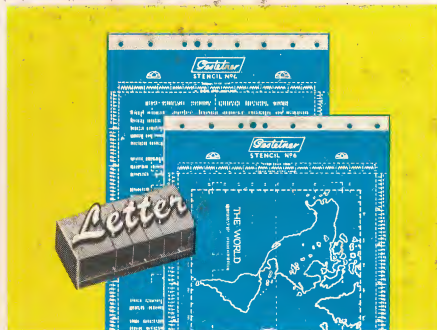
Gestetner you are never geared down to any one method of stencil preparation. Three popular methods are described here. All of them, although widely differing in technique, spell out a story of simplicity, economy and speed. Quality, however, is the ever-present end result.

ELECTRONICS



This method, described in detail on the following pages, offers the greatest speed range of applications. It permits you to make a faithfully detailed reproduction of a final copy directly on the stencil, automatically, by electronic scanning. The Gestetner, as it is called, will reproduce drawings, photos, drawings, letterheads, forms, typing, etc. with no more skill required than the ability to turn on a switch.

DIE IMPRESSION



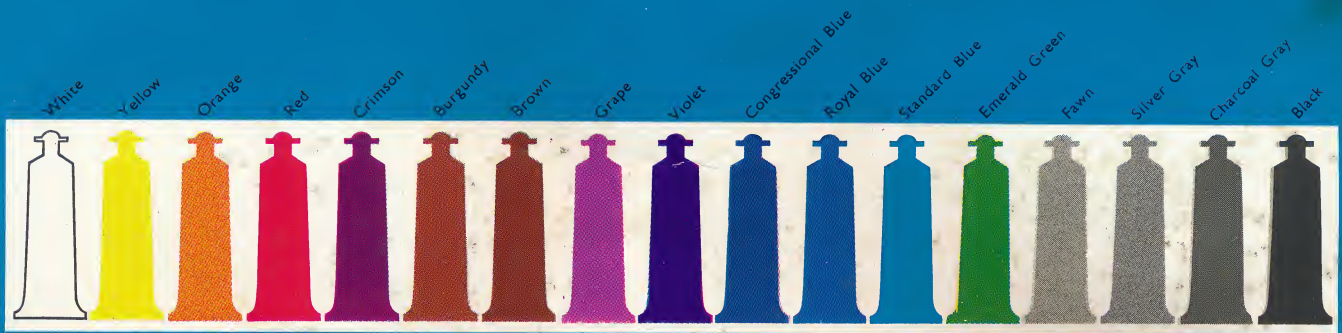
This method permits the utilization of existing or especially prepared plates or type. The method is extremely simple. The plates or type are impressed into the surface of the stencil with permanent data. Varying copy is subsequently inserted. This method meets the requirements of many applications where the same form is used with great frequency and constancy. More and more organizations are using Gestetner's Die-Cut Process.

DRAWING OR TYPING

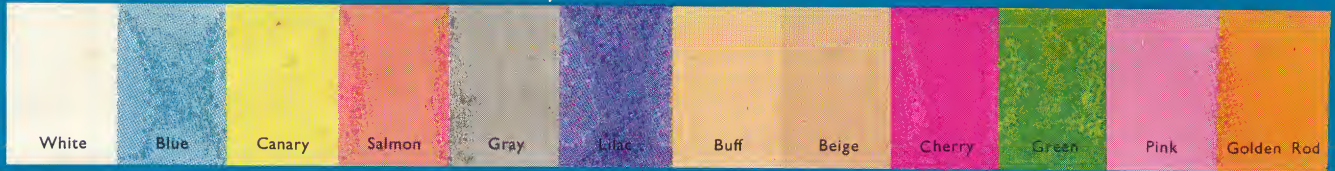


This is, perhaps, the most familiar method, requiring very little else but imagination, a typewriter and a few simple inscribing tools called styli. The stencils can be prepared by direct typing forms and the illustrations inscribed on the stencils by simply drawing with a stylus. A 'scope' is available to the Gestetner user which permits the utilization of the stencil's translucent nature for tracing images.





GESTETNER INKS IN SEVENTEEN DIFFERENT COLORS



GESTETNER PAPER IN TWELVE DIFFERENT COLORS

A Rainbow Range of COLOR

The wide range of colored inks and colored papers offer the Gestetner user unlimited opportunities for the full exploitation of color. One of the remarkable features of the Gestetner is the simplicity and speed with which colored inks can be changed. The entire inking unit snaps out of position and another unit with an entirely different color is slipped into position to affect a complete color change . . . all in a matter of minutes!

Color is a highly important phase of advertising, merchandising and procedural systems where coding of forms is frequently achieved by color. Gestetner inks and Gestetner paper, in color offer a mathematical choice of 204 different combinations . . . ample for the most exacting requirements.



Gestetner

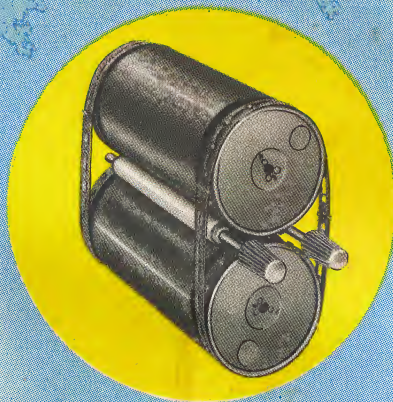
COLOR TELLS

LARGEST AND LARGEST MANUFACTURER OF

Gestetner

A STENCIL DUPLICATOR

FEATURING THE DUAL CYLINDER SYSTEM



The old fashioned hollow drum, containing liquid ink, has been replaced by dual cylinders, like a printing press. The cylinders, in synchronization with oscillating ink rollers, distribute and process a printers' style paste ink through a silk-screen to the paper.

Only the simplicity and economy of the stencil duplicating principle were retained in the development of this remarkably advanced process of printing from a stencil. Old concepts of 'mimeo' duplicating and its accompanying prejudices vanish instantly with the very first copy produced by the Gestetner. Here, indeed, is reproduction quality, once thought possible only by costly conventional printing methods. Some of the design features, which make this possible, are —

1 **COLOR-CODED CONTROLS** The Gestetner 360 is fully automatic. The controls which activate automation are distinctively colored and grouped for simplicity of operation. No training or skill is necessary. The office girl can operate the Gestetner.

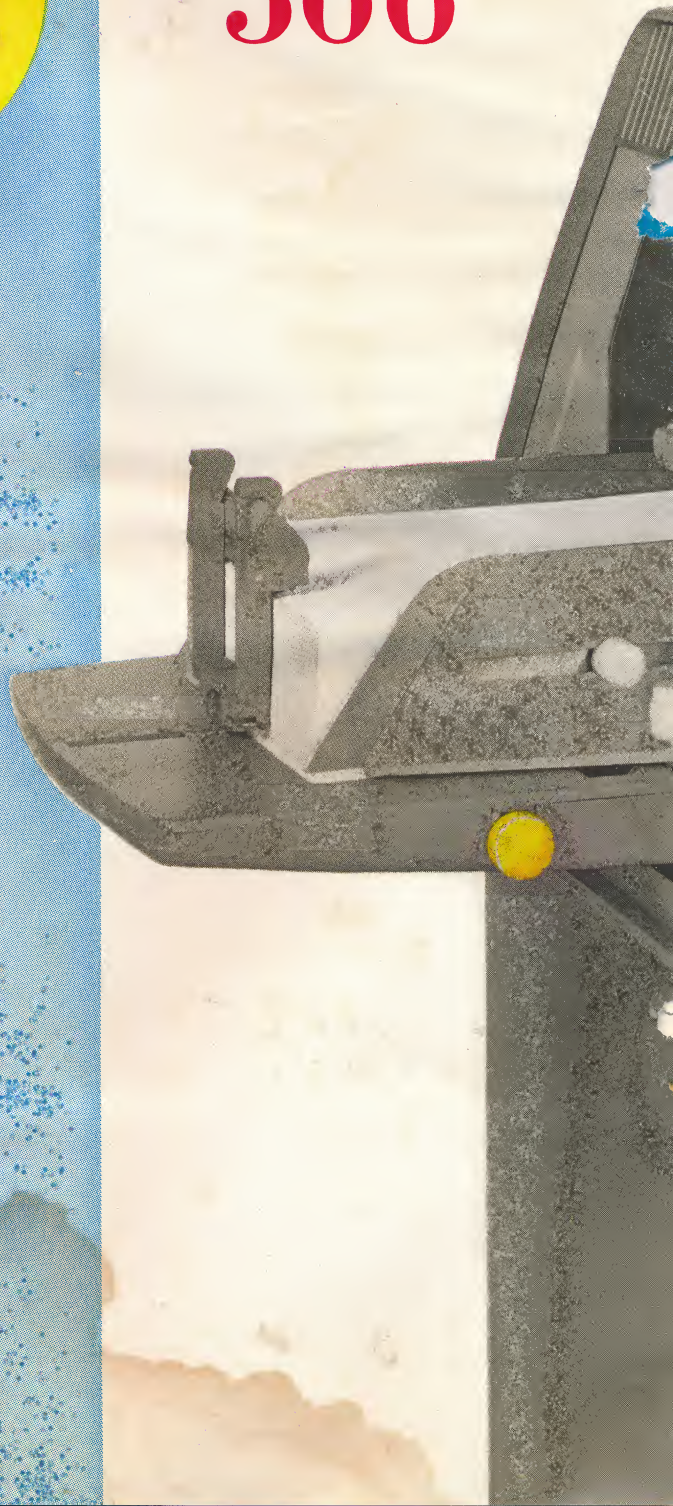
2 **AUTOMATIC INKING** 'Set-it-and-forget-it' is the sum total of the Gestetner automatic inking process. Ink is distributed to only a section of the paper or to the entire sheet, as desired, by dial-control. Make the selections on the dials and let 'self-inking' take over.

3 **FULL REAM FEED** A full ream of 500 sheets can be placed in the feedboard at one time. The 'floating feed' is self-adjusting and flexible to permit feeding of lightweight paper or cardboard with equal, smooth, uninterrupted action. Just set the counter for the number of copies desired.

AUTOMATIC JOGGERS As in a regular printing press, the printed sheets are automatically jogged into smooth even stacks, obviating the necessity of riffling or stacking of sheets to obtain smoothness.

PRINT POSITIONING Even while the Gestetner is in operation, the image can be raised or lowered on the page, or shifted left or right simply by 'dialing'.

MODEL 366



Look for
Home
Improvement

LS AUTOMATICALLY BY ELECTRONICS

.....directly from your original copy

ILLUSTRATIONS, TYPE, FORMS, CHARTS, PHOTOS, LETTERHEADS, ETC.,
...OR ALL COMBINED AS A PASTE-UP LAYOUT....

Gestefax brings to the stencil duplicating process what the photo-engraving equipment and camera brought to the letterpress and offset processes . . . but with incomparably greater speed, simplicity and economy. Where the stencil duplicator was once limited to the typewriter for its text and the stylus for its illustrations, Gestefax gives this economical printing method an almost unlimited range of performance and applications.

Gestefax will reproduce practically anything the eye can see, giving you a stencil for immediate reproduction in a matter of minutes. The entire process is automatic and the low cost of operation will greatly surprise you.

IN A MATTER OF MINUTES

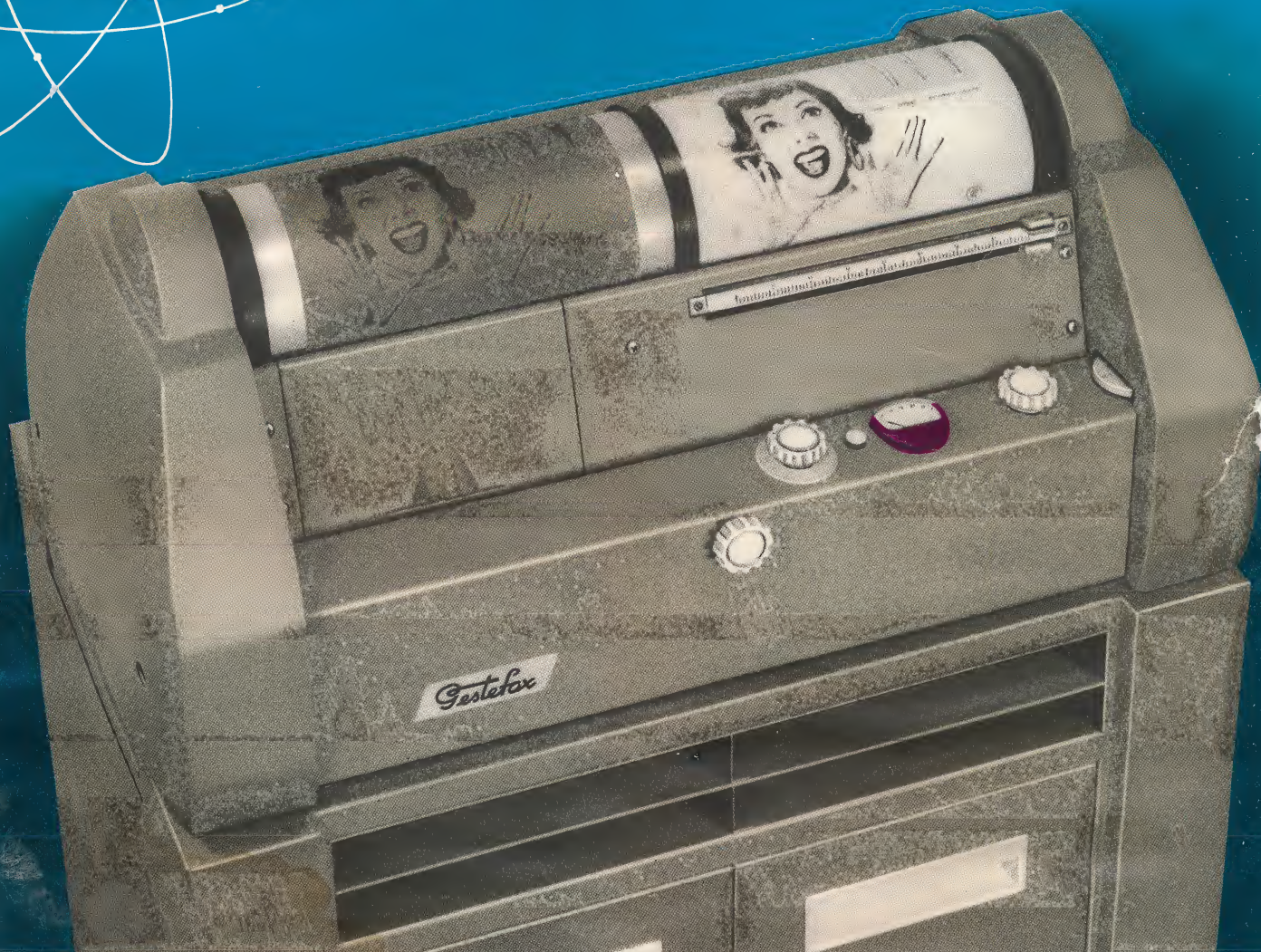


You now have copies of the original, in a matter of minutes, from the time you turned the switch on your Gestefax. Compare at this point, with the cost and time of any other method.

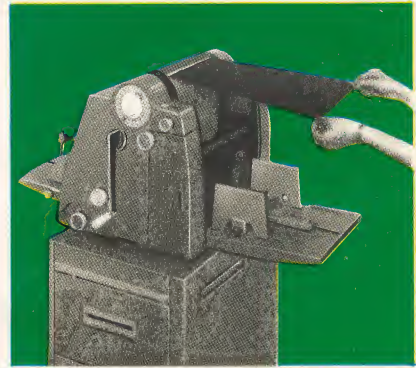
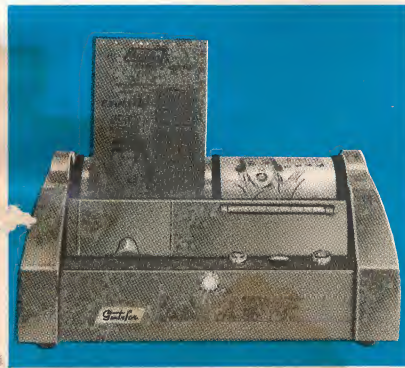
Each copy will be a faithful facsimile of your original, down to the fine lettering, typing or halftone illustration. And it was done without the use of camera equipment.

FAST AND LARGEST MANUFACTURER

Gestefax MAKES YOUR STENCIL



YOUR ORIGINAL COPY REPRODUCED AND DISTRIBUTED



your copy around the and a blank Set

In a few minutes the Gestefax will shut itself off, signalling the completion of the job. The stencil is now ready for retner. Proofreading has been ated.

Place the Gestefax stencil in your duplicator just as you would any other type stencil prepared by any other method. From this point, the operation is standard procedure.

ICATOR WITH PRINTING PRESS FEATURES...

GESTETNER'S EXCEPTIONALLY WIDE
PRINTING CAPACITY COVERS
LETTERHEAD SIZE PAPER FROM
EDGE TO EDGE
GIVING MORE
PRINT AREA



PLICATORS



Gestetner

SALES AND
SERVICE

IN ALL

50 STATES

CONSULT YOUR LOCAL
CLASSIFIED DIRECTORY FOR THE
GESTETNER DEALER NEAREST TO YOU

Gestetner Sales and Service Staffs Are Ready To Serve You in Over 300 Cities in the U.S.A.

The Gestetner is the most advanced duplicator of its kind in the world. It is the invention of the inventor of the stencil printing process, the man who founded the present world-organization is the world's largest manufacturer in this field, with sales and service of the world, and in every major city in the U.S.A. The remarkable performance result of more than 80 years of experience in designing and building knowledge, research and development, the Gestetner process has advanced stencil at Gestetner design, performance and quality of copy are universally accepted in the field. That is why Gestetner machines reflect the faith and knowledge of the promise made for their performance will be more than fulfilled.

SPECIFICATIONS

The Gestefax Jr. is 24 1/2" high 48 lbs. The Gestefax Jr. fits into the regular filing cabinet. It takes a copy 15" x 9" and

NESTETNER CORPORATION • YONKERS • NEW YORK

GUARANTEE

Every Gestetner duplicator carries a most comprehensive and all-embracing guarantee. It simply reflects the faith and knowledge of the manufacturer that every promise made for its performance will be more than fulfilled.

...the end re
favorably with
printing press. The
difference, however
the incomparably
cost, speed and s
of the Gestetner

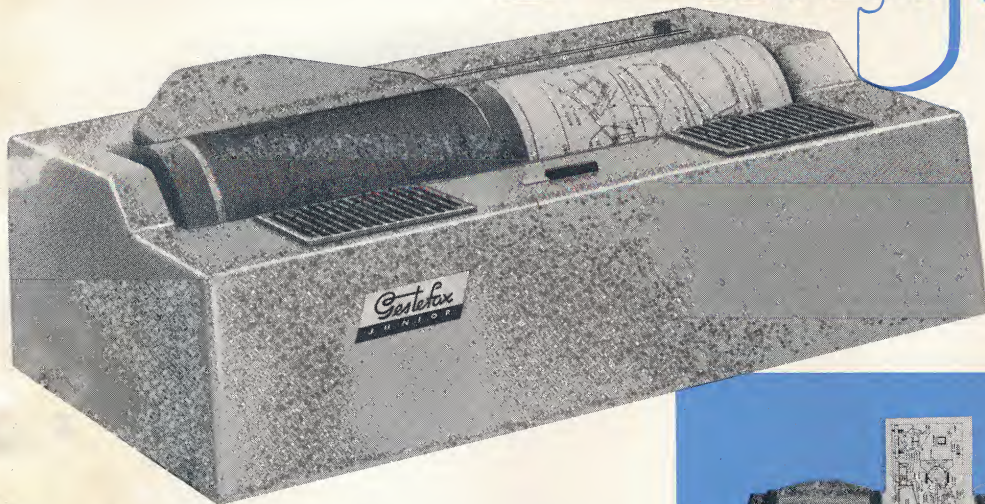
...be raised or lower
right simply by 'dialing'

PRINTED IN ENGLAND

ELECTRONIC STENCILS FROM ORIGINAL COPY

BY PUSH-BUTTON!

Gestefax



■ The *Gestefax Jr.* completely frees the stencil duplicator from the severe limitations of the typewriter or stylus. Now, the simple, economical stencil duplicating process can be as versatile as the printing press.

The *Gestefax Jr.* is as completely automatic as any modern piece of equipment can possibly be. A push of the button will set the electronic process into motion which will 'read' every line or character in the original copy and reproduce it, faithfully, on a blank stencil as a reproducible image. No adjustments or settings are required — just push button. Even the 'shut-off' is automatic when the imaged stencil is ready for run-off your stencil duplicator.

The *Gestefax Jr.* will measurably reduce the time and proofreading, produce directly from the original copy, reports, instructional materials, advertising

FEATURES

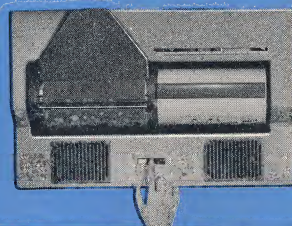
long, 15½" wide and 9" high. It is operated on any office desk, plugged into any electric light socket for its current. It images an area up to 14" x 8½".

— A FAR CRY FROM THE OUTDATED MIMED PROCESS

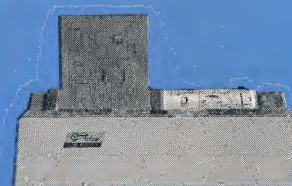
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- Place your original copy (clippings, ruled forms, typeset or typewritten matter — or paste-up layouts) around one cylinder and a blank stencil around the other —



- Now — press the 'GO' button. The rest is completely automatic. The *Gestefax Jr.* will shut itself off in less than five minutes — signalling the completion of your stencil.



- You now have a stencil ready for instant run-off ... a faithfully detailed reproduction of your original copy capable of many equally fine copies.

... by the makers of **GESTETNER**, the world-famous dual cylinder stencil duplicator.



See It Demonstrated

CORPORATION / YONKERS, NEW YORK

STENCILS BY



PUSH-BUTTON





Main Street..

Things Have Changed in **STENCIL DUPLICATING, too!**

Main Street of today is a far cry from yesterday's sleepy thoroughfare. The great strides in transportation and communication have combined to make today's Main Street a throbbing artery of merchandising and entertainment.

Stencil duplicating, too, has changed . . . considerably . . . keeping pace with the technological advancements in other fields. It is understandable, therefore, that the individual who sees his first demonstration of a Gestetner appears amazed at both the operation and the results.

Old concepts of old "mimeo" processes must be completely discarded in understanding how Gestetner can produce copies which approach actual printing in quality. Gestetner has advanced the stencil duplicating process to a point where the modern office can command a greater portion of its printing production within its own walls and by its own office staff. The economy is equalled only by its simplicity. A Gestetner costs no more than the old fashioned "mimeo".



Gestetner



Dual Cylinder Printing System

"STENCIL DUPLICATING WITH A PRINTED LOOK"

The **Gestetner** is designed like a modern printing press. Dual cylinders process the printer's style ink through a silk screen for finer images. Oscillating rollers keep the ink distribution uniform. Automatic controls feed ink only where and when needed. Automatic counting and feeding devices shut off production when the desired number of copies have been run off.

Gestetner is a stencil duplicator that retains only the simplicity and economy of the stencil dupli-

cating process. The results are so fine and attractive that countless organizations—large and small—depend on Gestetner for a major portion of their printing needs—from office forms to catalogs.

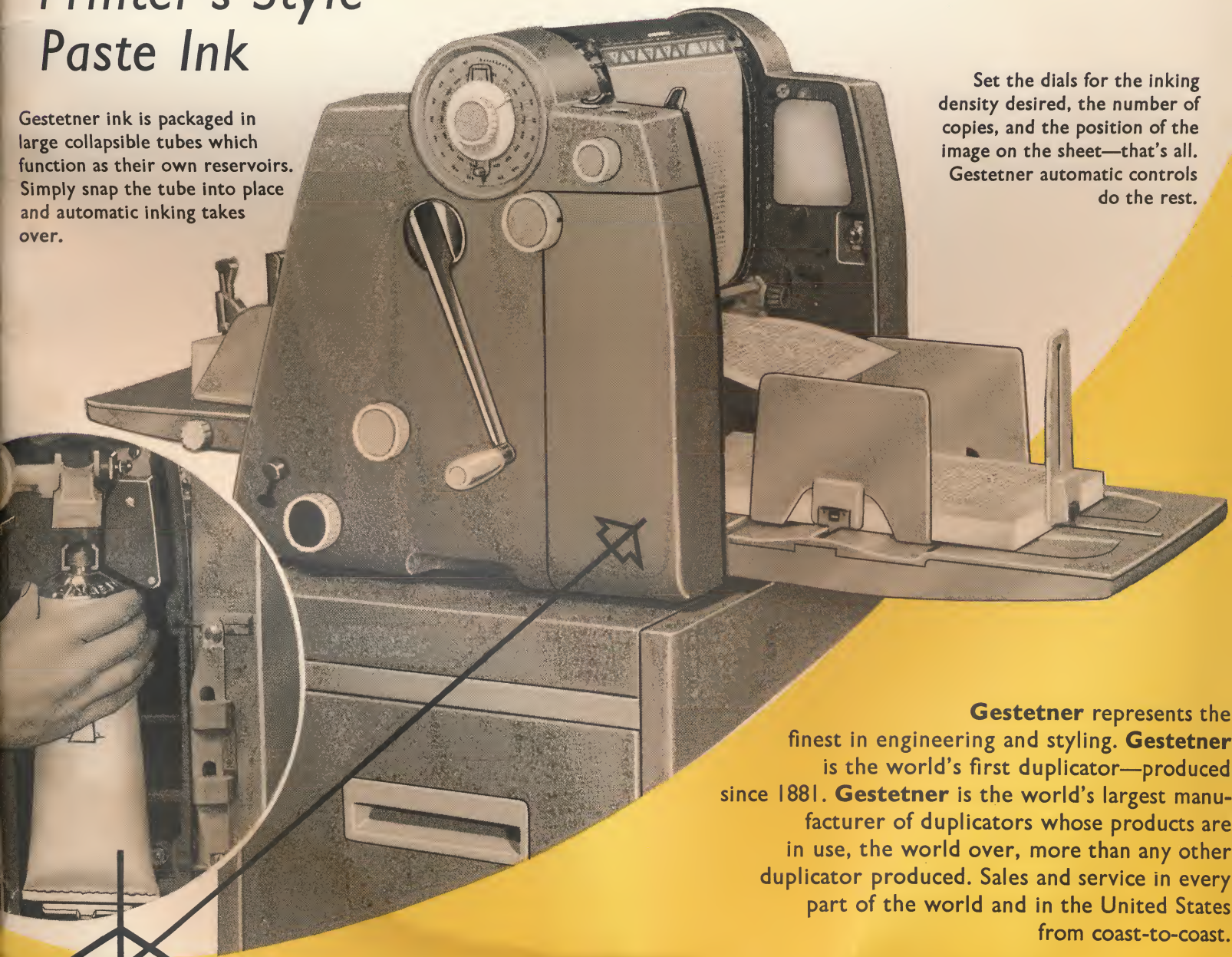
Your office girl does not have to don a smock to operate it. **Gestetner** is completely clean. Its silent, smooth, swift operation permits this attractively styled duplicator to fit into outer office operation.

A **Gestetner** costs no more than an ordinary duplicator.

Printer's Style Paste Ink

Gestetner ink is packaged in large collapsible tubes which function as their own reservoirs. Simply snap the tube into place and automatic inking takes over.

Set the dials for the inking density desired, the number of copies, and the position of the image on the sheet—that's all. Gestetner automatic controls do the rest.



Gestetner represents the finest in engineering and styling. **Gestetner** is the world's first duplicator—produced since 1881. **Gestetner** is the world's largest manufacturer of duplicators whose products are in use, the world over, more than any other duplicator produced. Sales and service in every part of the world and in the United States from coast-to-coast.

GESTETNER CORPORATION • 216 LAKE AVE • YONKERS N Y

YOnkers 8-6666
Area Code 914

Gestetner CORPORATION

216 Lake Avenue • Yonkers, New York 10702

Gestefax Division

Dear Sir:

Thank you very much for your enquiry dated Sept. 27th
concerning our new product the GESTEFAX JUNIOR

A Sales Sheet on this new piece of equipment is enclosed.

We have asked our Dealer located nearest to you at:

R.J. Brooker Company
74 Cannon Street
Poughkeepsie, New York

to contact you without delay.

Thank you for your interest in Gestetner products.

Sincerely yours,

GESTETNER CORPORATION

GSB:mn
Enc.